

ICC Work Group Accomplishments 2010–2011

The solution to adult problems tomorrow depends
on large measure upon how our children grow up
today.

Margaret Mead




Accomplishments 2010–2011

Goal:

Influence decision-making and reduce the harm associated with binge drinking with an emphasis on underage binge drinking, drinking and driving with an emphasis on teenage and young adult drinking and driving.

Tasks:

- ▶ Reviewed and updated the supporting epidemiology; updated ICC Goals and Benchmarks for full ICC Approval (Action Required.)
 - ▶ Monitored and discussed state level policy issues that impact youth substance use; provided informational testimony during the 2011 session on alcohol server training, the DUI bills, and bullying prevention bills.
 - ▶ Strategized and cross-educated on emerging prevention issues such as The Domino Strategy and “responsible drinking” definition.
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Accomplishments 2010–2011

- ▶ Cross educated and shared updates on agency work in prevention such as Screening Brief Intervention Referral to Treatment, Prime for Life (new “C” in ACT), Gang Activity in Montana, Highway Traffic Safety Plan, and Violence Prevention work.
- ▶ Acted on opportunities to braid federal prevention funds:
 - Enforcing Underage Drinking Laws Grant through MBCC began workgroup to review the gaps in Montana’s Minor in Possession law;
 - Bridges Grant through OPI with significant representation on the Montana Substance Abuse and Violence Prevention Task Force in identifying areas of collaboration and resources with a focus on prevention in schools.
 - Strategic Prevention Enhancement Grant through DPHHS – initial stages of developing a 5–year Strategic Behavioral Health Plan among several stakeholders.
- ▶ Updated ICC Work Group Work Plan for 2011–2013 (Action Required).

Accomplishments 2010–2011

Collaborative Media Campaign aimed at Parents Continues:

- 2nd Enforcing Underage Drinking Laws Grant with Montana Board of Crime Control funded second round of Public Service Announcements aired from April to June 2011:
 - TV and radio PSAs – Parents are the number ONE influence in a youth's life and decision to drink or not drink while underage.
 - PSAs were nominated for a 2011 Grammy!
- Continually updating dynamic website:
www.parentpower.mt.gov
- Center for Substance Abuse Prevention State Video:
 - Keep Talking, Montana: You Can Prevent Underage Drinking
www.parentpower.mt.gov
or
www.stopalcoholabuse.gov/statevideos.aspx
- Press Releases and local media covered in several newspapers and television news stories.

What we would have liked to have done...

▶ Media Campaign

- Formal evaluation of PSAs effectiveness
- Build upon the video with more DVDs, a curriculum or guide for local community preventionists, schools, parent groups
- Develop a youth video directed by youth


▶ Youth Involvement at the Table

- Develop a youth advisory council to ICC similar to other statewide youth-led efforts such as reACT and OPI's youth advisory council.

What we would have liked to have done...

- ▶ Cultural Approaches to Prevention
 - Recognize the need to be more attentive.
 - Develop resources and strategies to work with Indian communities on substance abuse prevention.
- ▶ Identify and investigate more resources to be leveraged to address enhancing media, youth involvement and cultural approaches.

Looking Forward to 2012

- ▶ Through the ICC structure, statute, and collaboration, Montana continues to be very well poised and ready for system integration.
 - Federal level and other multiple funding streams are requiring a comprehensive plan and integration.
 - Emphasis on funding local environmental universal community driven strategies.
 - ▶ Two major Strategic Initiatives:
 - OPI Substance Abuse and Violence Prevention Task Force
 - DPHHS Strategic Prevention Enhancement policy consortium
 - ▶ Linking with community efforts driving cultural shift:
 - Implementing mandatory server training
 - Assessing the gaps and challenges with Minor in Possession laws
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Thank you!

